

Message Text

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ACTION EA-10

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FM AMEMBASSY BANGKOK

TO USDOC WASHDC

INFO SECSTATE 1836

UNCLAS BANGKOK 4686

EXCON

E.O. 11652: N/A

TAGS: BEXP, TH

SUBJ: WTDR - UNION BANGKOK TRADER'S CO., LTD.

REF: USDOC 2583; STATE 33635

1. ADDRESS: 499/16 SIYEK RACHATHAEVEE, PETCHBURI ROAD, BANGKOK.

CABLE: UKOK; TELEX: NARITEL BK 2708; PHONE: 825697, 825689.

OFFICER: SUCHIN BENCHARONGKUL, MANAGING DIRECTOR

2. MEDIUM SIZE FIRM, INCORPORATED IN 1957 AS A LIMITED LIABILITY COMPANY WITH \$20,000 INITIAL AUTHORIZED CAPITAL, WHICH WAS LATER INCREASED TO \$250,000. IT IS A FAMILY BUSINESS, PRINCIPALLY OWNED AND MANAGED BY MR. SUCHIN BENCHARONGKUL, A PROMINENT AND WELL REGARDED BUSINESSMAN AND HIS FAMILY. MR. SUCHIN IS ALSO THE OWNER OF THE UNITED INDUSTRY LTD., PART. (WTDR-6/74) AND HAS A FINANCIAL INTEREST IN THE "NARAI HOTEL", A FIRST CLASS HOTEL IN BANGKOK. UNION BANGKOK TRADER'S OPERATES AS IMPORTER AND GOVERNMENT BIDDER HANDLING COMMUNICATION EQUIPMENT, ELECTRONIC COMPONENTS AND PARTS. THE UNITED STATES IS ITS ONLY SOURCE OF SUPPLY. FIRM NOW HAS 14 EMPLOYEES, OF WHOM 4 ARE IN SALES AND ITS ANNUAL TURNOVER IS REPORTED TO BE ABOUT \$250,000.

3. FINANCIAL REFENCES: THAI MILITARY BANK LTD., RAJADAMNERN AVENUE, BANGKOK; BANGKOK BANK LTD., 9 SUAPA ROAD, BANGKOK.

TRADE REFERENCES: BENDIX CORPORATION, 605 THIRD AVENUE, NEW YORK,
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N. Y. 10016.

4. MAJOR FOREIGN FIRMS REPRESENTED: BENDIX CORPORATION, 605
THIRD AVENUE, NEW YORK, N.Y. 10016, AVIATION EQUIPMENT, AGENCY
ACQUIRED: N/A.

5. FIRM IS A WELL-KNOWN AND ESTABLISHED TRADING COMPANY IN THAI-
LAND. MANAGEMENT CONSIDERED CAPABLE AND HAS GOOD CONNECTIONS WITH
GOVERNMENT PROCUREMENT OFFICIALS. BANKING SOURCE REPORTS FAVORA-
BLY ON THE FIRM. FIRM IS CONSIDERED RELIABLE AND CAN BE RECOMMEND-
ED AS A TRADING PARTNER FOR AMERICAN SUPPLIERS.

6. DATE OF INFO: 03/75
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